

# Our Success

**WE HAVE BEEN SUCCESSFUL** in the handling of Kaimuki property, and we are proud of it. Now, then, why have we been so successful? Perhaps you will attribute it to salesmanship. If so you are wrong. It is true our Kaimuki sales have reached \$250,000 since we have been in business, yet it has not been the result of salesmanship. With all the respect and credit due to the salesman and officials of our company we have never had an expert salesman on our staff. In fact our property has never needed the service of the smooth-tongued or persistent salesman you find in the East. Anyone who is capable of locating a lot and possesses sufficient intelligence to describe its advantages can easily sell our property. When a salesman shows our property to a buyer who is interested in making a good homesite investment, he issues a receipt for the initial payment to bind the bargain, and then conducts him to our main office on Fort Street, where the deal is completed either by contract or deed. That is all there is to it. Absolutely no salesmanship required. If not salesmanship, you may say it is clever advertising. If so you are wrong again. We advertise extensively, and consider it a part of our business; yet no one has ever read our ads and immediately walked into our office and bought a lot, nor has any one ever bought a lot from us through correspondence, which might be called the direct results of advertising. Our advertising, as clever or as extensive as you might choose to call it, simply serves as a medium by which we describe what we have to offer, and extend you an invitation to join in a good home enterprise.

## Success in Advertising Comes from the Goods You Advertise

You can spend a million dollars in advertising and if you cannot produce the quality of goods you represent, your business, whatever it may be, will result a failure. The advertising data and facts we have gathered about Kaimuki is unparalleled in the history of suburban property development. No real estate firm in the United States has ever produced the amount of advertising material that we have discovered in Kaimuki district. We have simply been fortunate in having the goods to advertise, and while we admit that our advertising has helped us yet we have never sold a lot to a person without his seeing the property, or else having some one else, who has seen it, recommend it. We advertise for your attention, and after we get your attention we then show our property, because we know that a personal inspection insures satisfied customers, and satisfied customers are walking advertisements. The cause of our success is neither salesman ship nor advertising, but entirely due to the location and development of our property.

## LOCATION and DEVELOPMENT

**LOCATION**—When we decided to engage in the suburban real estate business at Honolulu the first thing we considered was location. We knew that a good location assured success. After sizing up the city in its splendid position lying between the mountains and the sea and extending from Moanalua to Waiatae, we soon discovered that the business district was the dividing line between the oriental sections and the best residential sections. We also discovered that the lands in the lower levels and valleys distributed among stagnant pools, rice fields and other objectionable conditions, could not possibly maintain its residential value and that the people must necessarily sooner or later move eastward from the humidity of the lower levels to the open air of the higher levels adjoining the windward side where the climatic conditions are enduring and not enervating. It did not take us long to decide that the high and beautiful table land lying between Diamond Head and Waimanalo mountains, known as the Kaimuki district was the location we wanted. And having secured the location we proceeded to quietly purchase all the best homesite land we could buy until finally we secured control of nearly 1800 acres, including all the undeveloped property in the Kaimuki district and a large area of land in the Palolo Valley and Palolo Mountains. With these valuable holdings and location we began doing business, and have since been doing business, proving conclusively that Kaimuki is the location of all locations.

**DEVELOPMENT**—In addition to location, the extensive development of our property has been the principal cause of our success. "Success in any line of business follows where value received is given." Instead of paying dividends we have been spending our profits in road building, clearing, street improvements, terracing, etc., and as a result, 35 per cent of our total sales has gone into development work. It is this development work that has brought the greatest part of the Kaimuki district from a wilderness of lantana to one of the best residential districts in Honolulu. Our experience in the suburban propaganda has convinced us that it pays to develop and improve the property you sell. We have spent nearly one hundred thousand dollars at Kaimuki and expect to spend many thousands of dollars more for the very reason that we know every dollar we spend enhances the value of our property more and more and gives our customers the full benefit of their investment. We consider the development of our property a surplus to our business. Like the banker, who accumulates a surplus to increase the assets of his bank so do we continually improve our property to increase its value. Our development work has increased the assessed valuations of the Kaimuki district from \$933,000 on January 1st, 1905 to \$1,717,000 on January 1st, 1911, in addition to an estimated increase of about \$300,000 for the year 1911. A personal inspection will give you some idea of the value of our wonderful development work and the reason for our phenomenal success in selling well located and developed residential property.

## Prices and Terms Reasonable

# KAIMUKI LAND COMPANY, Ltd.,

MAIN OFFICE: TELEPHONE 1659

HONOLULU

BRANCH OFFICE: TELEPHONE 3208

## SUPERVISORS WRANGLE

(Continued from Page 1)

concerning the administration of road matters, by Republican Wilson, the upshot of the attempt to "fire" Wilson was with failure.

### Verbal Pyrotechnics Galore.

The head of Charles Wilson served as a target last evening for a veritable bombardment of vituperative condemnation as well as flattery and praise.

"He is a guilty of misconduct and is a bad management of affairs as head of the road department of Honolulu district," declared Supervisor Low in his evaluation of that official. Among other shots fired into the Wilson camp coming from the same battery were:

"There is no excuse for Wilson. He is incompetent."

"He tells us to run away and mind our own business."

"He constantly defies the board in every instance."

"He refuses to present a monthly report of expenditures."

"Wilson is a Good Man."

A. P. Murray, the spokesman in defense of Wilson's administration, had a few words to say in the least accord with those of Low.

"Wilson is all right and is doing good work as head of his department."

"His alleged overdraft does not amount to a great deal."

"I would reprimand him for any misconduct, but will never agree to fire him."

"Wilson is saving us money by an economical administration."

Not the recommendation which the Republican followers of Wilson prize the most comes from McClellan, a blow-in-the-bottle Democrat, who talked for twenty minutes last night covering the retention of Wilson.

It was the Democratic McClellan vote that permits Charles Wilson to retain his job this morning.

"McClellan is playing politics," hotly insists Low. I know why he supports Wilson and his mismanagement of affairs. It is because Murray, Kruger and Amara have a tacit agreement with him that a few Democratic appointees will hold minor positions in the road and other departments. McClellan is playing a lone hand as far as party is concerned, and if he can form an alliance with the Murray camp he hopes to be able to appease some of the famished job-chasers in the Democratic ranks."

"The End is Not Yet."

The defeated Dwight, Low and Arnold declare that the end is not yet. They yet hope to get the scalp of the man they seek. The trouble came up last night over the introduction of a resolution by Dwight to the effect that Wilson be retired from office because of alleged incompetency. The matter of a \$7500 overdraft figured in the resolution. Low was first to shy his shot into the arena. He declared that the money now appropriated to straighten out the accounts in the road department office are sorely needed elsewhere.

"Children are being educated in barns and alleys because of no suitable quarters for them. We are woefully short of money. Wilson has been given a large staff of assistants and there is no excuse for this display of misconduct in administration of affairs."

Murray moved to table the resolution, and opened in the defense of his appointee. "I am in favor of a reprimand being given," pursued Murray, and at this sally a snicker came from the Low camp.

Recorded October 17, 1911.

Ether P. Kachukaka and hub (M) to Puchuan Agard Co Ltd, D; 1-2 int in R P 7249, kul 8895, Honomakau, N Kohala, Hawaii; \$400. B 352, p. 349. Oct 16, 1911.

Wailuku Market & Land Co Ltd to Thomas Clark, D; 2616 sq ft land and 8 ft B W, cor Market St and Mui Rd, Wailuku, Maui; \$1. B 352, p. 341. May 1, 1910.

J K Kamehameha by high sheriff to Sing Yuen, Sher D; int in R P 2944, kul 19828, apt 2, 3 and 4, and kul 7747, Honomakau, Kohala, Maui; \$100. B 352, p. 343. Sept 19, 1911.

Sing Yuen to H Hackfeld & Co Ltd, D; int in R P 2944, kul 19828, apt 2, 3 and 4, and kul 7747, Honomakau, Kohala, Maui; \$1. B 352, p. 344. Oct 13, 1911.

James K Kula and wf to W A Kinney, Jr, M; int in R P (grs) 2547, Kapoone, Hamo, Maui; int in R P 6035, 6032, 6033, 6547, 7754 and apt 2, kul 7645, rents, etc, Kawaiiki, etc, Hamo, Maui, etc, Kawaiiki, etc, Hamo, Maui; \$750. B 347, p. 471. Oct 16, 1911.

Queen's Hospital to Hawaiian-American Rubber Co Ltd, Rel; R P 4488, Kea 2, Koolau, Maui; \$2600. B 347, p. 477. Oct 12, 1911.

Eva A Robinson to Ellen K Robinson, D; int in grs 1212, 1213 and por grs 1214, 3086 and pec land, agrmt, etc, Mokuawao, etc, Maui; \$1, etc. B 352, p. 355. Sept 11, 1911.

Robert M Kanehiki and wf to Mrs Kanehiki, D; int in share in hui land, Wailuku, Hamo, Maui; \$1, etc. B 352, p. 354. Nov 16, 1909.

Recorded October 18, 1911.

O Winters and wf to J J Hammett, D; int in lot 22, blk J, Kaimukiole tract, Honolulu, Oahu; \$75. B 352, p. 360. Oct 7, 1911.